

QUILL



Bylines in This Issue

THE professional behavior of the metropolitan press may get the principal attention of social critics. But journalistic morals are just as much a weekly or small daily's problem. **Norman E. Isaacs** reminds us in "A Small Town Paper Has One Supreme Ethical Duty—To Print the News" (page 7).

Norman, now managing editor of the *Louisville Times*, won national attention as a crusading "boy editor" nearly two decades ago. He is still crusading, in a way that will win applause from most newspapermen. This article is based on a speech before the National Editorial Association in Chicago this fall.

It was the fifth of a series of speeches during the year. He ranged from Minnesota to Virginia addressing news gatherings on similarly controversial professional topics. Another, "Hoosier Heritage," was featured in the October *Nieman Reports*.

Much of his career was spent in Indianapolis where he became managing editor of the *Times* at 26. He started on the Indianapolis *Star*, moved to the *Times* and was chief editorial writer of the *News* before going to St. Louis in 1945 as managing editor of the *Star-Times*.

Norman was general chairman of the important Continuing Study project of the Associated Press Managing Editors Association. He has just completed a term as APME president.

WHEN **Jim Faber** took his portable to Mexico for six months of free-lancing, he found his reading largely restricted to the English language section of the Mexico City *Excelsior* and whodunits. After a massive dose of the latter, he returned to the States to write "The Blurred Estate" (page 11). In this he charts a never-never land of journalism where star reporters work for private eyes instead of city editors.

In ten years of news work starting in 1941, with two years out for Army service in the South Pacific, Jim has reported for the Mt. Vernon (Wash.) *Daily Herald* and the Tacoma *News Tribune*, edited the Pittsburgh (Calif.) *Post Dispatch*, been news director of Tacoma's KTAC and covered the Washington legislature for the *Associated Press*. In 1952 he was cited by the National Association of Radio News Directors for his KTAC work. Jim can recall but two events that would qualify him as a whodunit reporter—a hex and a heave-ho.

"I got the heave-ho from a police chief who disliked a list of addresses I reeled off over the radio. Then the police chief got the heave-ho. The hex came from an axe-murderer, who included quite a group in his publicly expressed whammy. Within a year, his attorney, the judge, two arresting officers, a court clerk and his prison turnkey died of heart attacks which shows how silly those things are. I got a Press Club award and the axe-man got a noose."

BECAUSE classes at Boston University had ended for the summer, **John P. Sorgini** was working on his day off last June 9. Otherwise he would have been in Boston, and would have missed the Worcester,



JOHN P. SORGINI

Mass., tornado about which he writes in "Tornado? It Couldn't Be—But It Was" (page 10).

Sorgini, a staff reporter for the Worcester *Telegram* and a staff photographer spotted the twister as it roared into the city. They telephoned a flash to their radio affiliate,

WTAG, and gave a running description of the storm's havoc.

They followed its path, phoning names and addresses of persons pinned in the wreckage and those in need of medical attention to the city room.

The *Telegram* and the *Evening Gazette* were cited recently by the Associated Press Managing Editors Association for "immediate and thorough reporting" of the tornado.

After his graduation from the University of Miami in 1950, Sorgini worked for the Coral Gables (Fla.) *Riviera Times* before moving to Worcester.

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A COUPLE of years ago, when a national story broke in the Kansas City *Star's* backyard, **Roger S.**



ROGER S. SWANSON

Swanson wrote about coverage of the great flood of July, 1951, for *THE QUILL*. In this issue he appears again with "How We Covered the Greenlease Case" (page 12).

It is a vivid account of how the first big kidnapping story in years developed in Kansas City.

swung to St. Louis with confession of the abductors and returned to nearby St. Joseph where the young victim's body was found after a record ransom had been paid.

Roger knows how the *Star* handled this story. He did a major share of rewrite on it, as the focus of information from many reporters and officials, during the sensational and tragic affair. He has been on the staff of the *Star* since his graduation from Kansas State College in 1949.

He had earlier attended the University of Missouri and written sports for the Topeka (Kans.) *State Journal*.

AS chief of a 22-man radio and television newsroom staff that includes reporters and cameramen in Fort Worth, Dallas, San Antonio, and Houston, Tex., **James A. Byron** speaks with the voice of experience in "TV Drama vs. Taste" (page 9).

Byron became radio news director of station WBAP, the *Star-Telegram* station in Fort Worth, during World War II, and expanded into the television field in 1948. He is an associate editor of *THE QUILL* and authored one of the technical articles in the July issue which was devoted to various aspects of television news.

From Quill Readers

Editor, *The Quill*:

Your editorial in the October issue on competition of ideas and opinions in the press left me confused and somewhat less than convinced.

Certainly I agree that newspapermen and editorial writers do not conspire behind locked doors to put across

editorial ideas. It is not as you say, however, because newspapermen are intrinsically honest, but because they inherently sense what is the policy and tone of their paper.

For example can you name me one Texas newspaper that supported federal control of offshore oil? I cannot think of one offhand, and I would be surprised if there were one.

Texas opposition to federal ownership of "tidelands oil" was not based on a rational consideration of the legal question at hand, but on self-interest. I think the same would be true of Texas newspapers on this issue. Of course you may say the Texas press was reflecting public opinion in the area, but let's set the record straight and also say it was reflecting group interests.

Adlai Stevenson in his speech to Oregon newsmen on the "one-party press" did not condemn papers for supporting Eisenhower, but for favoring policies and candidates with no apparent consideration of the issues. True, the press presented both sides of the campaign in the news columns, but they often came to a conclusion on an issue before it ever came to public debate.

What I am saying is that editorial policy does not arise in some mystical way from the competition of ideas alone, if at all. Prejudice, unconscious predilections, and environment also play a vital, if not fundamental role in the formulation of policy.

I SHOULD like to quote Stevenson's comment on the "one-party press" which he made in the campaign. He said then:

"It would seem to me that the overwhelming majority of the press is just against the Democrats...not after a sober and considered review of the alternatives, but automatically, as dogs are against cats...I still haven't got over the way some of our nation's great papers rushed to commit themselves to a candidate last spring, long before they knew what that candidate stood for, what his party platform would be, or who his opponent was, or what the issues would be."

I suspect there was more debate on the issues of the campaign in the newsrooms among the reporters than among the top executive brass who formulate policy.

Mr. Stevenson seemed very skeptical of the amount of debate and competition of ideas and opinions that occurs in the policy-making brass of a paper.

Most newspapers today are Republican not because of any conspiracy, but because the interests of most papers appear to be with that particular

party. I do not hold that against the newspapers, but I am irritated when they sometimes say they arrive at these decisions through careful soul-searching.

Your editorial said you and your editorial colleagues often have days when you can find little in common. This is true of any newspaper office, but again I ask are these views and this competition evident in most newspaper executive offices, or is the tone dictated by tradition of the paper and the views of the publisher?

If news space is allocated on the basis of competition of ideas and departments, how then do you account for "policy stories" or "business office must" stories puffing some group or institution? Is the use of space for these stories based on an "objective study of its news-value"?

Recently the *Chicago Daily News* featured many stories on juvenile vandalism, to tie in with their series on that. Now these stories on vandalism may be news, but I will lay odds now that these same stories will disappear when the furor about delinquency is over. At that time the social agencies, and other groups will continue fighting the problem, long after it ceases to be "hot copy."

My point is that the play of this news was nothing more than a piece of business promotion to create the illusion of a "juvenile crime wave." They are featuring these stories for policy reasons, and not after any sober analysis of the problem.

What newspapers need today is more self-criticism. I am told it is good for the soul.

Gerald Adler

Republican-Times

Ottawa, Ill.

Editor's Note: THE QUILL Welcomes Mr. Adler's critical but thoughtful letter. The editors trust, however, that he did not get a bet on his estimate of future news play of the Chicago Daily News.

Commenting on local stories of juvenile delinquency which he believed were run merely to tie in with a nationally syndicated series on teen-age vandalism, he said he would "lay odds that these same stories will disappear when the furor about delinquency is over."

The series ended more than a month ago. Just this week, the Daily News, like other Chicago papers, gave front page play to the bombing of an empty school building. It was confessed by a 15-year-old who "wanted to see how much noise it would make."

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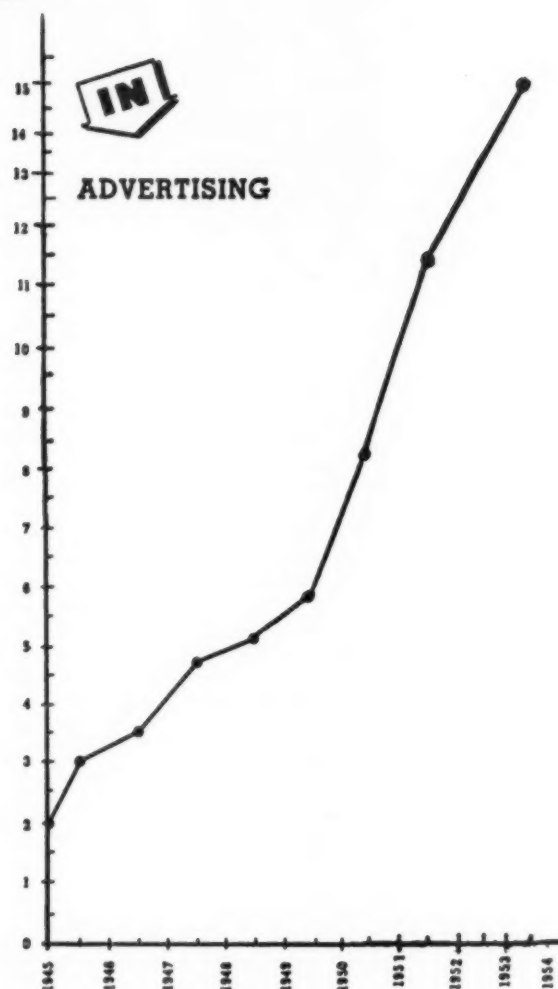
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THE
QUILL

35 E. Wacker Drive

Chicago 1, Illinois

THE QUILL for December, 1953

THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLI

No. 12

Right, Left and Middle

BACK in June, in the frivolous mood which I occasionally allow to take over this space, I confessed to a certain triviality of mind. I remarked that it was a fine time to be finding that out, after years of being called an "intellectual" and a "liberal" and even, recently, the crushing epithet of "egghead." The implied liberal boast now looks premature.

Commenting more recently, in the October number, on St. Louis as a well-balanced newspaper town, I generalized on the interplay of news judgment and opinion which I believe has more to do with most newspapers' news play and much of their editorial comment than the "one party press" critics realize. The observation was based on personal experience.

But I realized, as I wrote it, that from a slightly different stance it could logically be assailed as hypocritical. In this issue of *THE QUILL*, a reader does just that, although politely. I felt he was sincere and after an exchange of letters, I believe he now realizes that I was too, even if slightly daft by his own experience.

THE QUILL took pains to print his letter as fully as space and a shifting monthly time element would allow. This would have been done anyway, even if I had considered him utterly wrong. Even if my instincts were not to give the other his say, I have been sternly trained to do so.

ACTUALLY Mr. Adler and I are not far apart. The distance is mostly one of arteries and experiences rather than approach to life and newspapering. Incidentally it is too bad alert young newspapermen and older ones who have been pounded into a greater degree of tolerance by the years cannot establish a sort of reciprocal trades agreement on arteries and experience.

Neither of us worries me. I feel sure we both belong to that small, hard core of people who can accurately be labelled liberal and or conservative without those sneering quotation marks that are vented so freely these days. We are the men in the middle and we are basically alike because what distinguishes us is not so much our individual convictions as a common method of arriving at convictions.

At any moment our beliefs on many matters may vary, usually unimportantly. But the method of the honest liberal and the honest conservative in arriving at a belief is the same. Neither makes a fetish of the little consistencies—I surprise myself sometimes by the inconsistencies that pop out of one typewriter—but both are tremendously concerned to maintain the important consistency. That is a steady approach to fact and opinion only in the light of all that can be learned in a dimly illuminated world.

No, what worries me is the people who call themselves liberals or conservatives and who are neither because their minds are closed to fact and change as conditioners of belief. I would call such people, for lack of more precise terms, radicals and reactionaries. They do not belong to my small, hard core of individual thinkers. And just to prove it, they would very likely sneer at my adjective "hard" because they consider us soft.

THE other day several of us were discussing writers we had known who have made notable swings from far left to far right or vice versa. Today, in this country, it would probably be from left to right. The left is understandably not in fashion, even when it is an honest and moderate left.

The important point about such minds to me is that they have swung the full orbit from one extreme to another. My little core of thinking liberals and conservatives would not do this. They would be extremely unlikely to have to do so because they would not betray their integrity as individual thinkers sufficiently to put themselves in jeopardy of waking up some morning and finding themselves all wrong.

But this does happen to the extremists, I think, because they are by nature people who must have earthly absolutes to console them for the seeming wickedness and hopelessness of life. When one absolute fails them, they jump aboard another. Your true individualist realizes that there are few absolutes and he can balance his thoughts despite the lack of them. He knows there are no final answers here except the dignity and freedom of the human mind.

I have always been a little skeptical of the retread Communist, for example. There are no doubt fine exceptions who were betrayed by emotion rather than intellect. I am glad to see anyone recant the communistic absolute as I would be glad to see a sinner repent and go down the aisle. But I find it difficult to forget that at one time in their lives they have not been very bright. It is an affliction that may return.

The extremist's soul-searching usually comes only when he is about to take the long jump in one direction or another. The other kind of man, with whom I perhaps immodestly classed myself, searches his soul from day to day and tests his beliefs constantly, whatever they are.

I think most newspapermen are in the latter class. That is why I could not agree with Mr. Adler more when he says that what newspapers need today is greater self-criticism. There is not enough. But in many newsrooms, at least, there is more than people realize. A lot of us belong to that small, hard core to whom self-criticism is as instinctive as criticism of others.

CARL R. KESLER

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THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. SUBSCRIPTION RATES—One year, \$3.00; single copies, 30c. When changing an address, give the old address as well as the new. Allow one month for address change. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo. EXECUTIVE OFFICES, 35 East Wacker Drive, Chicago 1, Ill. EDITORIAL OFFICE, 138 South East Ave., Oak Park, Ill.

1954 SIGMA DELTA CHI Awards Announcement

General Information

Awards

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

Exhibits

All awards except those for public service, are offered to individuals for specific work done by Americans during the calendar year 1953.

Each nomination must be accompanied by an exhibit, in scrapbook form, of clippings, manuscript, recordings or film and name and date of publication, broadcast or telecast. A brief biography of individuals nominated should accompany all nominations.

A nomination intended for more than one division requires an exhibit for each category.

Exhibits cannot be returned except upon written request at

the time entry is submitted. Such material will be returned to sender by express collect unless other arrangements have been made. All prize-winning exhibits become the property of Sigma Delta Chi.

Nominations

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. No specific nomination form is required. Awards are open alike to non-members of Sigma Delta Chi and members, men and women.

February 1, 1954 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to: Victor E. Bluedorn, Executive Director, Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, Chicago 1, Illinois.

Judging

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

Press (General)

1. General Reporting: For a distinguished example of a reporter's work, either a single story, or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. Editorial Writing: For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year.

3. Washington Correspondence: For a distinguished example of a Washington, D. C., correspondent's work, either a single article or dispatch, or a series of articles on the same or related subject matter, published during the year.

4. Foreign Correspondence: For a distinguished example of a foreign correspondent's work, either a single dispatch or a series related to the same subject matter, published during the year.

5. News Picture: For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures by an amateur or professional photographer, published during the year.

6. Editorial Cartoon: For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth. (Nominations of any one cartoonist's works should be limited to not more than six cartoons.)

Press (Newspapers)

7. Public Service in Newspaper Journalism: For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

Press (Magazines)

8. Magazine Reporting: For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special

consideration being given to leadership or service achieved in the face of anti-social, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

Radio or Television

10. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

11. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nominations must consist of either a partial or complete script, broadcast or telecast during the year.

Radio

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment. Commercially sponsored radio programs are not eligible.

Television

13. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment. Commercially sponsored programs are not eligible.

Research

14. Research About Journalism: For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.

The typical "country" editor is certainly not the rascal portrayed recently by a national magazine. Neither, alas, is he a William Allen White. Instead, says a big city newspaperman, he is too likely to be content with mediocrity and forget that

A Small Town Paper Has One Supreme Ethical Duty—to Print the News

By NORMAN E. ISAACS

IN any discussions of journalistic ethics, we in newspapering are prone to look upon the issue as one affecting only the metropolitan press.

The truth of the matter is that where newspaper morals are concerned, there is no possible separation between big-city newspapering and that in small cities and towns and villages. We are all part and parcel of the same unit—the American press. And whether we like it or not, we are all affected by each other's conduct.

A small town editor who permits himself to be bribed into going on a state payroll, such as happened in Illinois only a few short years ago, puts his big-city colleague in a shameful position just as much as the big-city newspaperman who allows himself to be bribed for news coverage disgraces the small daily or weekly journalist. In the eyes of the public, we are all tarred with the same brush.

Recently there appeared in the magazine *The Reporter* an article titled: "How to Embalm a Newspaper." It purported to be a cross-section history of one weekly.

The article had to do with the purchase of a paper some forty miles from Boston by an enterprising promoter. This fictional phony proceeded to fake his circulation figures, alter his advertising rates so that he could blackmail the national advertisers on split accounts, etc., etc.

At the same time, the article depicted this fraud as publishing a paper wholly devoid of any real news coverage, one devoted only to the trivia of life. He was quoted as scorning the news side man by saying, "Men who can make commas come a dime a dozen. Putting their names on the masthead and calling them editor is worthy twenty smackers a week."

Editor & Publisher quite properly challenged the article. Its editor, Robert U. Brown, said he had no doubt



Norman E. Isaacs is managing editor of the Louisville Times and served as 1952-53 president of the Associated Press Managing Editors Association.

that some weekly publishers might be guilty of some of these malpractices, that it was quite possible that one might be guilty of all. But, he pointed out, that to call it "typical" was grossly unfair to many thousands of weeklies.

Granted that *The Reporter* does not have the vast national circulation of magazines in the class of *The Saturday Evening Post*, it still circulates.

AND it cannot help but plant the thought that all of us, large and small, inflate our circulation figures. It cannot help but perpetuate the theme that publishers generally look on editorial men as wretched fools who can be hired for next to nothing.

I know that publishers like the one depicted in *The Reporter* exist. I know because I happen to be

acquainted with some. And because I am a professional newspaperman, with a sense of professional pride in my calling and with a sense of duty and responsibility, I look on those publishers—and all like them—as the dregs of our journalistic society. They are prostitutes—prostitutes who have taken one of the noble and enriching facets of our democratic life and sold their souls for a few extra dollars.

I AM one of those who believes that the inferior newspaper is one destined to die. I maintain that there is a direct relationship between quality and success.

Certainly, there are terrible papers which can coast for a long time on momentum. And frequently do. Over the long haul, however, the ones that sail through foul weather are the good ones—those with some sense of feeling for their communities' best interests. The ones that chisel, that suppress news, that exist only for the return on the dollar—those are the first to go under.

The year 1900 was the high point for the weekly newspaper in the United States. Then, the N. W. Ayer Company directory listed 3.6 weekly newspapers for every 10,000 rural persons. In 1910, the figure had dropped to 3.4. In 1920, it dropped again, this time to 2.8. In 1930, it was still lower—2.1. Between '30 and '40—the so-called recovery period—the drop was checked a little. It went to 2.0 in '40. But, by 1950, the trend had been resumed. It was now 1.6.

What will it be in 1960? Perhaps 1.2? And what about 1970, which is only seventeen years away? Will it be under 1? It probably will be. There seems no way to reverse the process. I know it has been impossible to reverse it at the metropolitan level—and here we have expanding populations.

Therefore, it looks even darker on the small-town level—and particularly those towns relatively close to

large cities. In these cases, it is no secret that the whole financial foundation of many a small community—its trading center area—has all but been wrecked by the automotive revolution.

FORTY years ago twenty, thirty and forty miles was quite a distance. Today it can be measured in minutes and wherever there is a large city nearby, we all know that purchasing power is siphoned away from the smaller community.

Thus we have had the constant shrinkage in newspaper units. On the one hand, this has been held to have some virtue because instead of two, or three, weak newspapers, we now have a single one with some semblance of financial responsibility.

But we have to face the central fact of all this sweeping change—that journalistic competition, as we once knew it, is just about gone. In its place has come an even more difficult kind of competition.

Big-city and small-city newspapers alike compete with radio and with television. If TV hasn't moved in on an area yet, it will. But there is no sense in worrying about it. Television and radio cannot hurt newspapers one-tenth as much as they can hurt themselves. I realize that the smaller cities also have a third type of competition—the metropolitan dailies which circulate in those communities.

But there again I believe the big city papers cannot hurt anywhere near as much as the smaller papers can hurt themselves. Their real competition is themselves. I am my own competition. In one sense, we who make up the American press are now faced with competing with our own consciences—our own sense of duty. If we serve in good conscience, we serve well.

Radio, television and the metropolitan newspapers can make papers in the smaller towns look silly when it comes to the entertainment side of life. There is no way to compete. Radio, television and the metropolitan newspapers can overpower them with national and international and state news coverage.

In every field of communications—save one—they are at a complete and almost total loss. But in that one single exception the small town paper is the master of its local situation. And that of course is local news coverage. Here, television and radio are hopelessly outclassed. The metropolitan daily cannot conceivably hope to compete.

If the small town editor's conscience—his sense of duty—has been working, he is doing the job properly.

All of us must—if a free journalism is to survive—serve our readers properly and adequately. Taken in its full import, it is a pure and simple *ethical* problem.

Good ethics is good business. And good ethics is the keystone of freedom of the press.

Freedom of the press has nothing to do with the business aspects of journalism. The First Amendment was never written to provide anyone with one cent of profit. We have no tax exemptions under the law. There are no exemptions under the Anti-Trust Law. Or under the Wage and Hour Law, much as the press fought—disgracefully, I may add—to gain that exemption.

We are not exempt from traffic laws, criminal laws, safety regulations, or anything else. In the business aspects of journalism, we are just like any other business. We have no more privilege, and deserve no more, than the corner drugstore owner.

We have no more privilege under the First Amendment than the garage mechanic has. The First Amendment gives us all equally the freedom of speech, of assembly, and of the printed word.

UNFORTUNATELY, there are newspapers, which assume unto themselves privileges of comment but refuse to accept the responsibilities which go along with that privilege. All we have that any other citizen does not have is the linotype machine, a printing press and a roll of paper.

Freedom of the press, I repeat, has nothing to do with the economics of publishing. It does have to do with a man's integrity—and his purpose. He may never get rich in newspapering, but he can serve with honor.

William Allen White put his finger on the ills of much of our journalism when he said:

"Too often the publisher of an American newspaper has made his money in some other calling than journalism. He is a rich man seeking power and prestige. He has the country club complex. The business manager of this absentee owner quickly is affected with the country club point of view. Soon the managing editor's wife nags him into it. And they all get the unconscious arrogance of conscious wealth."

In thirty short years, said Mr. White, newspapers "have veered from their traditional position as leaders of public opinion . . . to commercial enterprises and hence fall into the current which is merging commercial enterprises along mercantile lines."

I can testify to the accuracy of

those statements. Every state press association meeting is living testimony to William Allen White's observations.

I have no objection whatever to a man owning another enterprise and also owning a newspaper. And if he has bought it as a business venture, I have no objection to his desire to get some return on his investment.

I cannot tolerate a newspaper operated like a factory, or a mine, or a garage. The newspaper is a community's soul—not a market place.

In more than 90 per cent of American cities, there is only one newspaper. Does anyone think that the First Amendment really means that because, say, some mill owner happens to become the owner of the newspaper, he also becomes proprietor of the community's soul?

Not by a long shot, he doesn't. He has no moral right to withhold significant news from his community. He has no moral right to take a good newspaper and make it into a cheap shopping news.

In many small towns, the newspaper has a publisher who is occupied with another business. He employs one man to run his newspaper. Occasionally he may employ a girl to take society news. The one man does everything he can within the limits of his physical capacity.

Even if his ethical concept is good and decent, what chance has he? None. The newspaper will be a mere chronicle of reporting who fell down and skinned his knee; of who visited Mary Smith last week; of who went to the hospital for an operation. A mere calendar—with a complete lack of vibrant community leadership.

ALWAYS the same drivel, the same dreadful sameness. The young folk leave and the population shrinks. The circulation shrinks, but still there is no change. On it goes, the great wheel crushing out what might have been a good town and a fine and honorable newspaper property.

There are such fine and honorable properties. They cover their areas exhaustively. They are not afraid to speak out for what they believe in. And they are successful. They make money because they are running as quality papers.

They are providing their communities with something that neither radio nor television nor the metropolitan daily can possibly match—good, honorable, honest and forthright local coverage.

I would like to be able to claim that this is typical. But I know that it is unfortunately no more so than

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TV Drama Vs. Taste

*New medium ends search
for words but creates
its own real life problem.*

By JAMES A. BYRON

EVERY experienced news reporter at one time or another has encountered at least one story that defied, or at least sorely tried, his descriptive ability. This is true of the newspaper reporter who may have had two, or three hours after the event happened to write his piece. It is probably even more obviously true of the radio reporter, assigned to narrate an event as it unfolded before his eyes.

Perhaps the story was a family tragedy in which human emotions played the major role. Or it may have been a flood, a tornado, an explosion or fire, an airplane crash, or a highway accident in which human suffering and death were poignantly present. Most news reporters can recall a story of similar import which failed in the telling because adequate words simply would not come.

Consider, then, the plight of the television newsmen faced with the task of reversing his field and softening the impact of many highly-dramatic and human stories so that home viewers will not become offended. If you think it is easy to draw the line between dramatic impact in the view of one person and bad taste in the view of another, you should spend a week in a TV newsroom that produces a newsreel.

All of us have seen both still and motion pictures of the dead on a battlefield. Corpses are a major product of wars and the public accepts that fact to the extent that battlefield pictures are not considered offensive. But corpses are the product of domestic disasters, too. Yet, to show them in a newsreel often is condemned as poor taste.

Some time ago we covered and showed on our newsreel a follow-up story on a drowning. The victim was a Latin-American youth whose father was shown pacing the bank of the lake while search for the body was in progress. When the body was recovered and taken ashore, the distraught father literally threw himself across his son's inert form in a touch-



WBAP-TV Staffer Jimmie Mundell leans inside an Air Force ambulance to film a Ft. Worth scene for the station's newsreel, "The Texas News." It is a reunion between Sergeant Carroll Butin, who survived the crash of a B-36 in Labrador but was trapped under wreckage, and his wife who had believed him dead.

ing display of grief and emotion not uncommon among members of his race. The covered corpse was shown only incidentally. The film encompassed as no words can a personal tragedy in the life of one of the many "unknowns" who daily make news.

The next day a newspaper columnist who quite justly has been recognized for his ability to portray the pathos of numerous similar stories in words, "wondered" how many Fort Worth dinners were ruined by the television newsreel story. I have no quarrel with this writer; the incident is mentioned only to indicate the impact motion pictures carry even for a seasoned newsmen.

Another criticism resulted from unexpected drama in a courtroom. Our sound camera had been set up to record the reading of the verdict in a murder trial which had attracted local attention. Reading of the verdict of the jury, which found the defendant guilty and assessed the

penalty "death in the electric chair," touched off one of the wildest courtroom scenes imaginable. The mother of the defendant began to scream hysterically. Spectators started milling around, creating more confusion with each movement. Attendants futilely tried to restore order, and the judge although unheeded, banged his gavel. Our camera recorded the entire scene on sound film.

THE one criticism we received came from a man who felt we had taken advantage of the judge who had permitted such disorder in his court. Actually, order was restored with amazing speed under the circumstances.

A newsmen with a motion picture camera is a reporter in every sense of the word. If he is fortunate enough to be working for an outfit more concerned with hard news than feature-type or staged stories, he can come

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Tornado? It Couldn't Be —But It Was

Amid shambles of their homes, Worcester newsmen reported the story.

By JOHN P. SORGINI

TORNADOES may be old stuff to newsmen in some areas of the country. But in Worcester, Mass. (population 200,000), the twister that struck its outskirts on June 9, 1953, was a new experience to staff members of the Worcester Telegram and the Evening Gazette.

The storm struck without warning a few minutes after 5 p.m., an hour after the Boston weather station had informed the day city desk of the Telegram that Worcester could expect "violent thunder storms."

The call to Boston had been prompted by a report that the local office of the New England Telephone and Telegraph Co. had alerted crews to be ready for an emergency. Working on the tip, Al Marcello, day city editor, had been in touch with the Boston weather station through the afternoon. When the tornado did strike, however, it was with no previous forecast.

Several Telegram employees were near the area of the disaster when the tornado roared through. Photographer Howard E. Smith, in the Greendale section of Worcester checking on a disturbance at Indian Lake, saw the tornado cloud sweeping into the city from Holden, and snapped the only staff picture of the twister. Leonard C. Stranieri, on his way to West Boylston to photograph "hail stones as big as ice cubes," crossed the path of the tornado minutes after it passed and commented on the "sloppy workers" who left debris in the streets before he realized what had happened. The storm had barely missed his own home in Shrewsbury.

Calls received by the Telegram city desk sent reporters and photographers scurrying to the damaged areas to check on reports of destroyed homes and injured persons. Somewhere else, the signs might have added up immediately. In Worcester,



Apprehension is noticeable on the faces of citizens of Worcester, Mass., as they buy papers and quickly scan dead and injured lists after a tornado.

where tornadoes were unknown and unexpected, it took time.

Several of the editors were directly affected by the storm. Stephen D. Donahue, Worcester Gazette city editor, who put in 24 years as a newspaperman reporting the emotions of others, underwent his own tribulations. He was with his young son, doing day-off errands, when the storm leveled his Shrewsbury home. Upon his return, he spent frantic moments surveying the splintered neighborhood before he found his wife and other son were safe.

MARCELLO, at his desk answering a flood of calls, was told by a reporter, "A woman is pinned in a house at 107 Brattle Street." The address was across the street from Marcello's own home, but he stayed at the city room organizing the staff to cover the disaster. When he finally went home, he found his house strewn over several lots. He surveyed the rubble and waved to Telegram Photographer Robert W. Lilyestrom, working in that neighborhood. "That's what's left of my place," he called.

John G. Deedy Jr., editor of the Catholic Free Press, returned from his office to his Shrewsbury home to find one wall of his house standing and his wife and child injured.

Ray LaRocque, night city editor of the Telegram, was eating with his family when they heard the roar of

the tornado and headed for the cellar. From a cellar window they watched the funnel—"The ugliest thing I've ever seen," according to LaRocque—pass within 300 yards.

Devotion to newsgathering and loyalty to the papers showed themselves once the enormity of the story became apparent. Carl W. Erickson, Telegram news editor, stuck at his job even though he knew his mother lay injured at City Hospital, a tornado victim.

Gazette employees, who had put out their final afternoon edition, reported back to the office, asked Telegram Managing Editor Francis P. Murphy if they could help on the morning Telegram. Women reporters, helping switchboard operators handle the thousands of calls, learned how a city could open its heart to offer shelter, clothing and all sorts of aid to disaster victims. A composing room worker offered his day off services to work as a copy boy.

THROUGHOUT the staff there was the feeling that this was "our" story, not an impersonal tragedy that happened a thousand miles away. A tornado had ruined our city, injured people we knew. It was a new kind of story and a chance to give the public a new kind of service.

In the days following the tornado the newspapers served as the only

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What's wrong with the American press? Recovering from an overdose of paper-backed fiction, a newsman charts the never-never land of whodunit journalism. There super-reporters take their liquor straight and their news askew to create

The Blurred Estate

By JIM FABER

EVER since printers began setting funny looking "s's" into type the U. S. press periodically has been accused of everything from venality to living in sin with its advertisers. Unfortunately, no Kinsey has ever documented these charges.

However, the question, "What's wrong with our newspapers?" is readily answered. The answer is documented in the pages of hundreds of paper-backed detective novels—none of which seems complete without a profile of that journalistic sturdy, the newsman.

Here in the Americana of the creaking staircase, the crumpled corpse and the .45, we find outlined the prime fault of the U. S. press. It is simply a woeful inability to print the news. For on the whodunit daily paper, murder, rapine and other assorted carnage go unchronicled while reporters and editors consort with slayers and private detectives.

A composite picture of these fictional journalists would show a steely-eyed sybarite dressed in loose but smelly tweeds caught up at the neck by the strap to a shoulder holster. Doomed to course forever in the wake of crimes, the whodunit reporter is kept in further thralldom by a thirst for bourbon—sometimes it's rye—and for news which he also retains as his own personal property. The two are never served separately.

He invariably stands in worshipful awe of some private detective, with whom he allies himself in a position roughly corresponding that of an indentured slave. To maintain this friendship, the reporter withholds news of staggering consequences.

If he writes at all, it is to plant false stories on the front page of his paper to trap the detective's quarry. Today's Hildy Johnson would plot to smuggle the famous rollout desk of "The Front Page" not to his paper—but to the office of some private eye.

To a man, these gentlemen of the press hew to the belief that the only portion of a story worth printing is the conclusion. They would no more

think of reporting a murder without being able to name the slayer than a sports writer would cover a prizefight and neglect to mention who won.

Thus when Pulitzer Prize reporter Tim Rourke of *The News* ("Bodies Are Where You Find Them," by Brett Halliday) discovers the shapely but cold corpse of the mayor's daughter, he thoughtfully declines to inform his editor of this scoop. He does this on the advice of his alter ego, private detective Mike Shayne. Shayne thinks it would be a betrayal of whodunit journalism to dictate such a story—and not be sitting on the murderer's chest.

"You won't lose anything, Tim," says Shayne. "You'll get the real story instead of this phony."

Has author Halliday here uncovered the root of all criticism directed at the American press? Is it not possible that that vocal group of newspaper readers who were unhappy over the press coverage during the last presidential campaign simply were not aware that the real story was in who was elected? To hell with all this phony conjecture over candidates and their activities! Wait until all the precincts are in. That's the real story.

THE whodunits' survey of journalism makes it plain, however, that this dearth of news does not stem from any lack of ability or courage.

Take the question of ability. Rourke, when he got around to it, could, according to the author, "type a three-page story when he was passed out without hitting a wrong key." Reporter Rourke, as a matter of fact, "didn't even know what his stories were about until he read them in the *News* with his by-line." (Or was handed a Pulitzer Prize.)

Rourke is not unusual in this respect. Another ace whodunit reporter, Hack Harper of *The Daily Express* ("The Other Body in Grant's Tomb," by Richard Starnes) had so much confidence in his memory he simply didn't bother to take any notes.

This proved to be no handicap to



Jim Faber is a newspaper and prize-winning radio reporter who has recently been free-lancing. He is shown interviewing Judge Thomas F. Murphy in his home city of Tacoma, Wash.

Harper who, we are informed, is "a serious-minded lush," an accolade handed most whodunit reporters. Even during a lengthy court hearing, Harper could retain volumes of testimony in his mash-soaked head and transcribe them without misplacing a whereas.

Occasionally his city editor, Al Healy, took the somewhat sneaky precaution of checking up on this boozy total recall by comparing Harper's stories with the court transcript.

"Once or twice we'd find a minor mistake by the official stenographer," Healy marveled, "but we never caught Hack once."

Coupled with this alcoholic perspicacity among reporters is the fearlessness of whodunit newspaper publishers. Take *The Daily Blade* ("The Clue of the Forgotten Murder," by Erle Stanley Gardner).

The Blade front-pages a story that one Frank B. Cathay, bank director, chamber of commerce president and city council candidate, has been arrested for drunk driving. *The Blade* adds the juicy tidbit that the young woman in Cathay's car was not his wife, and that Cathay attempted to bribe the arresting officer.

It was a well covered story, with but two errors. The arrested man was never officially charged—and he wasn't Frank B. Cathay. This is a set of double jeopardy to make a publisher blanch, but not on a whodunit sheet.

Banker Cathay, who feels *The Blade's* story has upset his debits and credits, threatens a libel suit. Apprised of this, Publisher Dan Bleeker snarls:

(Turn to page 14)

There have been no classical kidnappings for some years now. Just how do you cover one? The staff of the Kansas City Star learned fast last September. They also set a high standard of ethics by not telling all they knew as long as there was any chance of saving a boy's life. Here is a rewriter's story of

How We Covered the Greenlease Case

By ROGER S. SWANSON

THE city edition had gone in at 2 o'clock and it had been a quiet day. The biggest news was the weather. A reading of 103 degrees, a record for September 28.

By 3:15 o'clock, most of the day-side had gone home. There was still the pink sheet final to get out, but it generally required only changes for page 1 and 2. Kenneth Hegarty was in the slot.

He picked up the phone at about 3:15 o'clock, and the biggest local story of the year, and of many years, began. The first word of the Bobby Greenlease kidnaping had been flashed from police headquar-

ters on information from Bernard C. Brannon, chief of Kansas City police.

Immediately, the comparative quiet of mid-afternoon at the city desk disappeared. With C. G. (Pete) Wellington, managing editor, supervising the activity, the wheels began to roll to get as complete a story as possible for the final that went in shortly after 4 o'clock.

It was really later, after Hal Hendrix had written a hurried, but complete kidnaping story, and the yarn was told under a three-column head in the final, that the full significance of the event became apparent.

A kidnaping! Such things didn't happen any more. Who would attempt such a thing, with strict federal laws and federal enforcement making the odds extremely hazardous for the abductors?

But it was a true kidnaping. The facts were simple and amazing. A woman, posing as an aunt of Bobby Greenlease, had taken the boy from the French Institute of Notre Dame de Sion where he was a pupil. She went by taxicab with the 6-year-old lad from the school to a parking lot less than a mile away, then disappeared. That was the story to date.

It had happened at 11 o'clock that

Kansas City Star reporters kept a round-the-clock vigil looking toward the home of Bobby Greenlease, tragic young kidnap victim in a story that made the nation's front pages. The telephone car, parked here, was their headquarters.



THE QUILL for December, 1953

morning, but the information had been held up by the police in the hope the boy might be found, that there might be some mistake, that Bobby was safe somewhere.

Well, what next? How do you cover a kidnaping?

Kidnapings were not new to Kansas City. There had been three brazen abductions in the early 1930s. But to most members of the staff of the *Kansas City Star*, principally the younger reporters, a kidnaping was something you read about in a current affairs history textbook, as a feature of the raucous early depression days. They just didn't happen any more.

The *Star* swung into action quickly, organizing for any eventuality. Reporters and photographers kept an around-the-clock vigil in the *Star's* telephone car at the Greenlease home in suburban Kansas City. They phoned hour by hour reports to the city desk as the vigil continued.

It did not take long to learn the facts. The night of the kidnaping, it developed, a ransom note had been mailed and intercepted at the main post office in Kansas City. A ransom of \$600,000, to be assembled in \$10 and \$20 bills from the twelve federal reserve districts, was asked for the safe return of Bobby. It was at this point that a major decision on the handling of the news of the Greenlease kidnaping had to be made.

It was unthinkable that the *Star* should do anything which might jeopardize the safe return of the boy. There was no way of knowing, of course, that he already was dead, slain in a pasture a few miles from the kidnaping place, perhaps even before the news of his abduction had reached the street in the final edition.

It was decided to go along with the request of Chief Brannon and Eugene Pond, chief of detectives, that the ransom note and any subsequent information which might have even the remote possibility of causing harm to the boy or cause any complications in the negotiations with the kidnapers would be held confidential. This found immediate unanimous consent among the *Star's* editors.

The abduction had occurred on a Monday morning. Immediately, the attention of all of Kansas City and the nation, as well, centered on the Greenlease home—for word of the boy's welfare, of contact with the kidnaper, of any "break" in the case. Through the eyes of the *Star*, the public was kept up to date on developments, other than those which law enforcement officers asked be withheld to protect the boy.

The men who stood by day and



Dr. Hubert Eversull, the Greenlease dentist, met reporters after identifying the boy's body. Behind him is Captain Ernest Deal of St. Joseph police.

night, around the clock at the Greenlease home, reported all movements about the house to the desk. They told of the motor cars that departed at odd hours of the day and night and when they returned.

The *Star*, it can be said, established a "headquarters," less than a block from the Greenlease home. Here the paper's telephone car was parked and the reporters phoned their data. They regularly interviewed for publication family spokesmen, who sometimes appeared with tears in their eyes, to tell what could be told.

OTHER newspapers were watching the story closely, too. Reporters came to Kansas City from Detroit, Chicago, St. Louis, and many other cities. There were regular telephone calls from papers throughout the nation, and correspondents of European dailies were no less interested.

Day by day, as the tension in the case mounted, the *Star* played the story prominently. Although there were not many significant developments in advance of the arrest of Bobby's kidnapers, the tension itself was sufficient to make a good story. Details of the family vigil during this time were the subject of dramatic reading.

It was not known during this vigil, of course, that slender Bobby had been killed a few hours after he was abducted, that he had been shot through the head, then taken to St.

Joseph, Mo., and buried in a lime-covered grave. Those facts and many other bizarre details of the abduction did not become known until October 7 and afterward.

Joe Wellington, a reporter and photographer for the *Star*, had been among those close to the case from the start. He had worked with police officials who sought to check the actions of the kidnapers. Wellington and others knew of the many demands made on the family, some of them strange requests.

For example, at one point, aids of Robert C. Greenlease, the boy's father, drove between Twenty-ninth and Thirty-ninth streets on Main in Kansas City, with a white cloth flying from the aerial of the car radio. This was one of a series of "good faith" tests insisted on by the abductors. In another fantastic incident, the father was directed to put an answer to the kidnaper's demands in a church window. A passerby found the letter and took it to police.

The *Star* was aware of the significance of an advertisement placed in the personal columns of the paper as another good faith test. Finally, it was October 7, the day of the big break.

Joe Wellington, in company with Chief Brannon and Pond, flew to St. Louis early the morning of the seventh on word from St. Louis police that a Kansas Citian with a lot of money had been picked up in St. Louis.

At police headquarters in St. Louis, the kidnaping mystery approached a climax. Carl Austin Hall, who had been arrested after a spending and drinking spree, was breaking down. He told of Bobby's abduction. About 8:40 o'clock the morning of October 7, Wellington called from St. Louis and talked to John Cauley, a *Star* editor.

"I've reason to believe Bobby's dead," he said, "buried in St. Joseph, Mo. They're holding a man and woman, the kidnapers, here." That was the brief and tragic résumé that Wellington made to Cauley. Other details were to unfold later.

Cauley immediately called Al Delugach and Roger Reynolds, a photographer, and sent them to St. Joseph, fifty-five miles north of Kansas City. Although the precise location of Bobby's grave was not yet known, Cauley believed later information would indicate the spot. Meanwhile, he reasoned, Delugach and Reynolds could be well on their way and could be notified of the exact location when they arrived in St. Joe.

THE assistant city editor, Paul Minter, functioning as a quarterback on a football field, quickly began assigning reporters, photographers and rewrite men to various facets of the case. I handled rewrite on the main story as it developed—the death of Bobby, the conditions of the ransom, and other facets of the case. The *Star* was free to tell now what it had known but could not use.

The *Star* was the first to break the news that Bobby was dead and that his abductors had been captured. The first announcement was a bulletin from the city desk, at 9:32 o'clock on the newspaper's radio and television stations, saying that Bobby was dead, his kidnapers held. A few moments later, the information was denied by other stations in Kansas City but it was later borne out that the information had been accurate.

Verified information about the case was sufficient to fill an extra. The four-page edition was on the streets shortly after 10 o'clock. The *Associated Press*, crediting the *Star* as its source, scored a world-wide beat with a bulletin at 9:32 o'clock, fifteen minutes ahead of any other wire service.

The extra was the first printed by the *Star* in nearly four years. The last one had been to report the as-yet-unsolved slaying of Charles Binaggio, political leader, and Charles Gargotta, his bodyguard. The newspaper also used its first banner headline on a local story in nearly two years.

The arrest of kidnapers, Hall and Mrs. Bonnie Heady, his alcoholic ac-

complice, did not end the story. It was, in fact, only the beginning. Later chapters told of the confessions of the couple, their activities in St. Louis.

And details previously withheld voluntarily were elaborated in broad scope. Franklin Riley, in an exclusive interview with Norbert S. O'Neill, a spokesman for the Greenlease family, wrote of the many demands upon the family, of false ransom demands,

of the manner in which the \$600,000 in a bulky duffle bag was delivered at a lonely bridge in the middle of the night.

Facts of the case quickly became known across the land. Information that had been withheld earlier was revealed. The boy's death had shocked the nation, but his abductors were in jail. Only one chapter remained—the death sentence of the kidnapers.

The Blurred Estate

(Continued from page 11)

"Did you throw him out of the office?"

The shamefaced city editor admits he hadn't thought of this novel method of rectifying the damage done to Cathay's reputation. At which Publisher Bleeker reminds him:

"Frank B. Cathay may be bigger than you are, but by God, the newspaper is bigger than he is!"

He follows up this recital of *The Blade's* credo by shouting in a voice heard at Concord and Bastogne:

"Get out and dig into Cathay's life with a spade and dig deep.... Make his reputation stink like a rotten egg!"

Material thus unearthed by the whodunit journalistic spade, it must be admitted, is used only in self defence. And like news, the material rarely finds its way into print.

So if your newspaper tastes rather flat lately, it may be that the city editor is a counterpart of Al Healy—Hack Harper's boss on *The Daily Express*. The *Express*, author Starnes is quick to point out, is a crusading sheet which undertakes "with quiet pride to detail all the happenings on earth."

City Editor Healy has an apartment equipped with "seventeen kinds of cheese and 2,000 records." And while he is an expert at spade work, this heady combination of Cheddar and Chopin numbs Healy from recognizing the newsworthiness of a few goings on in his own back yard.

To a visiting reporter, Healy gives this description of the city served so ably by his crusading newspaper:

"Schools close down in bad weather because somebody sells the city slate instead of coal, fire hoses are rotten and burst, and streets crumble into powder six months after they are paved!"

This staunch resistance against covering the news carries over onto the pages of *The Daily Advance* ("Dead Weight," by Frank Kane). *The Daily Advance* is another typical whodunit paper, and its city room "is peopled with shirt-sleeved men and women still wearing their hats."

Into *The Daily Advance* comes what for the lack of a better term might be called a news story. A slain Chinese (later identified as a counter-espionage agent working against the Russians) is found. The body is suspended by its thumbs. Further hints of foul play are "hundreds of wounds and small cigarette burns."

City Editor Jim Keily scans the story, sniffs and snaps:

"For a minute I thought you had something we could blow up into a story." The story is held to a couple of paragraphs. Keily probably ran the Hall-Mills murder on the obit page.

The penchant of whodunit news staffs for keeping their hats on is thus explained. That's where they keep all the news. However, when a reporter finally does pull one out of the hat, the story is usually a dilly, free from objectivity—if not from libel.

FOR example take one of those rare stories Pulitzer-prize-winner reporter Rourke turns out with his eyes shut. When private eye Shayne escapes the police with a murder charge hanging over him does Reporter Rourke handcuff himself by merely reporting the facts?

Nonsense. This is not the stuff of which Pulitzer winners are made in the whodunits. Observe:

"All through it (Rourke's story) were vague hints that the whole truth was not yet known—that Shayne's escape had not been the frenzied attempts of a criminal to escape justice, but rather signified the determination of an innocent man to gain a temporary respite to search for evidence that would free him."

(Readers, you see, must learn to differentiate between slanting the news and leaning over backwards to protect a buddy.)

Lamster Shayne reads this gem of reporting and then "lay on his back when he finished reading the paper."

A position no doubt assumed by most newspaper readers in whodunitland.

TV Drama vs. Taste

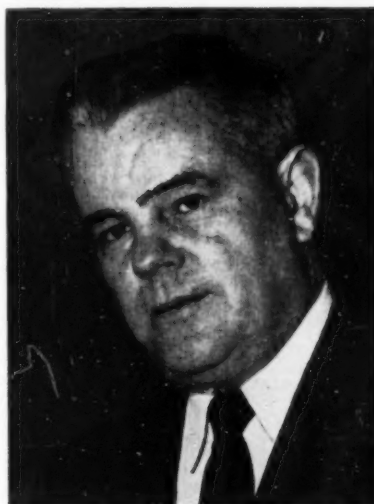
(Continued from page 9)

up with details often denied his still photographer counterpart or the newspaper reporter. Motion pictures of an event are obtained as it transpires, and when a sound track records spoken and extraneous noises on the spot there is nothing left to the imagination.

OF course, the cameraman-reporter is subject to the same editorial jurisdiction faced by any other reporter. As in the case of the newspaper editor, the film editor has only a certain amount of "space" allotted to him. That means that the film story must be cut to fit the available space, and frequently the complaint of reporters everywhere—"They cut out the best stuff"—will be heard.

Nevertheless, the film editor in the final analysis is the man who must take the rap for complaints. It is within his province to use or discard scenes as he sees fit. It is his judgment which goes on trial when the story goes on the air. More often than not his problem has been to decide how much "punch" to delete from the story rather than how "punch" could be added.

The film editor must become the reluctant protector of the sensitivities of viewers who may range in age from two years to ninety because the television newsreel goes into the home, available for all to see and hear. With the greatest of all mediums for portraying things as they are, here is the editor, wondering how much realism his highly-mixed audience can take.



As radio-TV news director at WBAP in Fort Worth, James A. Byron makes all of Northeast Texas his bailiwick.

It makes no difference that the cameraman may have had to fight his way through crowds of curious onlookers to obtain the story in the first place. There will be crowds, as everyone knows, but strangely enough some of the very persons who will defy policy officers and ignore danger to view a fire, explosion, or the results of an accident will complain about "poor taste" when greatly edited pictures of the same fire or explosion or accident appear on their television screens.

People are funny, aren't they?

A Small Town Paper Has One Supreme Ethical Duty

(Continued from page 8)

The Reporter's chiseling publisher is typical.

The good, hard-hitting, public-serving weekly is in the minority. In between the evils of outright chiseling and the performance of duty on a high level is a great mass of mediocrity.

It is apathetic. It is super-cautious. If the school board wants to hold a private meeting, then it's private—and what is the public's business becomes private business. If the town banker wants something kept quiet,

then it is never printed—even if half the town knows the story.

And then we get angry when we hear people make scornful remarks about the press!

If this is the kind of newspapering we in American journalism are going to produce, then we are not only on the road to a moral hell of our own, but we are virtually inviting the eventual stepping-in of a subsidized press in some manner or another.

Making the press responsible cannot be done by shutting our eyes to the basic needs of our readers. It can-

not be done by pretending that the ethical concept of journalism cannot operate on the small town level.

Our basic function is not legal advertising. It is not any kind of advertising. It is not the printing business that is done on the side. The one function we have that supersedes everything is to convey information. We are common carriers. The freedom of the press was given for that purpose—and that purpose alone.

Freedom of the press cannot mean the license to keep people from knowing. And we keep them from knowing whenever we are backward and arrogant in operating our papers.

I do not believe that small papers can exist only by standing for mother love, the flag and the country. I know it isn't true. Two North Carolina weeklies shared a Pulitzer Prize last year. And they didn't win it by just standing for the verities. They stood for what they believed in. Fighting for the right isn't something that has to be confined to big city papers.

There is an old yardstick which personnel men go by. They say that you can walk into a business establishment, look at the people who work there, talk with them a few minutes, and you can make a first-rate guess as to what the boss looks like and acts like.

Am I right in assuming that one good look at a city will tell the story of what kind of a newspaper it has?

Granted that we cannot use any generalization like this in all cases, I'd still be willing to guess that in many, many situations, the difference between a good, hustling, driving town that knows where it's going, and a bad town—down at the heels, afraid of progress and slowly drying up—lies in the newspapers that serve those communities.

Here we have the difference in the vision of editorial responsibility. On the one hand, we have the newspaper editor who believes in his paper's role as the conscience of his community—not only the conscience, but the spur, as well.

And on the other hand, we have the newspaper editor who has all but given up. He drifts with the counting room. Does any editor have to sell himself in this manner?

Does the minister in any community abandon his belief in Christianity because so few people actually practice it? Does the doctor abandon his medical ethics because he associates with short-sighted men? In what way are we different?

Everywhere I have been this year, I have pushed one frankly evangelistic message. I say that we in newspapering are professionals—just as



From where I sit by Joe Marsh

A Case of "Moostaken" Identity

Slim Smith never had a chance to use his moose call until a trip north this year. Visited him yesterday to see what he'd bagged.

"First day out," he told me, "I picked up a trail. I sounded the call and waited. Then I heard a moose call. Sure enough, something came crashing through the brush. Turned out to be another guy with his moose call. Boy, did I get my finger off the trigger of my gun in a hurry!"

"My last day there I picked up another trail. This time I got me a real moose. But you can bet I took a good look at that moose before I started to do any shooting!"

From where I sit, we could all learn a little from Slim's experience. Most of us are guilty sometime or other of being too quick on the trigger. Like the fellow who would deny me the right to an occasional glass of beer with my dinner. I say that kind of "aim" is way off the target!

Joe Marsh

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much professionals as ministers or doctors or lawyers. And I say that our mission is even more important.

The minister deals with man's daily conduct and his salvation. The doctor deals with men's bodies. We deal with the most precious of all man's rights—his right to think freely, to speak freely and to move freely.

He can do none of these things unless he is given the knowledge of what transpires. He can make no decisions unless he knows fully and fairly the alternatives facing him.

I do not ask newspaper editors to enter any political forum. I do not ask them to go crusading in all directions. I simply say that the place to begin in preserving democracy is on the home-town level with full and decent and honest reporting.

All of us are going to die at some time or another. What is it we intend to leave as our heritage? What rent have we paid for the space we have occupied on earth?

Have we done anything in our journalistic careers to lift us above the level of our fellow men? What is it we stand for? Money? Estate? I don't believe it. There are countless easier ways of making money.

Position? I don't believe that either. Position is petty vanity, a transient thing. What do we stand for?

Let us stand for at least an ethical concept of our work in life. Let us stand for service—for honest journalism. Let it be said of us that we, too, made some contribution to the growth of journalism in America.

Tornado

(Continued from page 10)

means of communication for many. They told where the injured could be found, where to get aid, and what was available. For days pages upon pages of pictures and text gave those missed by the storm an appreciation of its fury.

Later, the "Untold Stories" by Robert A. Foster in the *Telegram* gave the tales of those caught in the storm.

On the night of the tornado, however, it was thorough, accurate coverage by the staff at the city's hospitals, the aid stations and in the stricken area that brought out the story. Staff Reporter Harold C. Jackson sat at his desk writing stories of the storm, about homes destroyed on Eunice avenue. He lived on Eunice avenue, but he knew that his wife and children were out of town.

It was morning before he finally set out for home. He found one section of a living room wall.

THE QUILL for December, 1953

Sigma Delta Chi NEWS

Delegates Condemn 'Unjustified' Federal Secrecy; Elect Cowles, Brown; Agree on Columbus for '54



NEW OFFICERS of Sigma Delta Chi, elected at the fraternity's 34th national convention in St. Louis, are, left to right, Robert U. Brown, editor of *Editor & Publisher*, president; Alden C. Waite, president of the Southern California Associated Newspapers, vice president for professional chapters; Ed Dooley, managing editor of the *Denver Post*, secretary; Alvin E. Austin, head of the department of journalism, University of North Dakota, vice president for undergraduate chapter affairs; and Lee Hills, executive editor of the *Detroit Free Press* and *Miami Herald*, retiring president who becomes chairman of the executive council. Bernard Kilgore, publisher of the *Wall Street Journal*, was named treasurer.

U. S. Information Agency Is Relying on Facts To Crack Kremlin. Chief Tells Convention

Facts, presented and interpreted in ways foreign peoples understand them, are the basis of the new U. S. foreign information program, Theodore C. Streibert, director of the United States Information Agency, told Sigma Delta Chi at the concluding banquet of the 34th annual convention in St. Louis. It was his first major talk since his appointment as information chief by President Eisenhower.

Streibert said the program was designed to "open up cracks in the Kremlin" and win support abroad for America by giving the facts behind United States policies and points of view.

"We have got to get across a message

Feb. 1 Is Deadline

Feb. 1, 1954, is the deadline for nominations for the Sigma Delta Chi National Awards for Distinguished Service in Journalism. Will yours be ready?

that will be convincing and credible," he said. "Facts and comments associated with facts are more compelling than accusations or assertions, as you gentlemen well know. For example, instead of calling somebody a liar, we'll tell the

(Turn to page IV)

ANY SECRECY in federal government which cannot be justified as being in the public interest was condemned by delegates to the 34th national convention of Sigma Delta Chi on Nov. 14 as a threat to the American way of life.

Approval of the qualified attack on secrecy following a two-hour floor debate highlighted the final day of the fraternity's record four-day gathering in St. Louis. Registration of 374 members eclipsed the previous high of 289, established at Dallas, Tex., in 1949.

The convention elected John Cowles, publisher of the *Minneapolis Star and Tribune*, honorary president of the fraternity, succeeding E. Lansing Ray, publisher of the *St. Louis Globe Democrat*. Robert U. Brown, editor of *Editor & Publisher*, was elevated to the fraternity presidency, succeeding Lee Hills, executive editor of the *Detroit Free Press* and *Miami Herald*, who becomes chairman of the Executive Council.

Other officers elected at the convention were Alden C. Waite, president of Southern California Associated Newspapers, vice president for professional chapters; Alvin E. Austin, head of the department of journalism, University of North Dakota, vice president for undergraduate affairs; Mason R. Smith, publisher, *Gouverneur (N.Y.) Tribune-Press*, vice president for expansion; Ed Dooley, managing editor, *Denver Post*, secretary; and Bernard Kilgore, publisher, *Wall Street Journal*, treasurer.

Named to the Executive Council were James A. Byron, news director, WBAP-TV, Fort Worth, Tex.; John W. Colt, news editor, *Kansas City Star*; J. Donald Ferguson, president and editor, *Milwaukee Journal*; Sol Taishoff, editor and publisher, *Broadcasting-Television*; and Chris Savage, assistant professor of journalism at Indiana University.

Victor E. Bluedorn was re-elected to another term as executive director by the Executive Council.

Basil L. (Stuffy) Walters, executive editor of the *John S. Knight* newspapers; Hodding Carter, editor and publisher of the *Greenville (Miss.) Delta Democrat-Times*; and William (Bill) Henry, NBC newscaster, were elected Fellows of Sigma Delta Chi.

Columbus, Ohio, was selected as the site of the 1954 fraternity gathering, to be known as the 45th anniversary convention, and Indianapolis, Ind., was chosen as the site of the 50th anniversary convention, scheduled in 1959. Miami, Fla.; Boston, Mass.; and Louisville, Ky., in

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Delegates Condemn

(Continued from page I)

vited Sigma Delta Chi for future conventions.

Henry J. Raymond's establishment of the *New York Times* in 1851 was approved as the event to be commemorated next year by erection of a plaque in the fraternity's historic sites program.

The North Texas State Teachers College petition for a Sigma Delta Chi chapter was approved and a charter granted. San Jose State College and the University of Maryland received permission to submit petitions. The Emory and Central New York Professional (Syracuse) charters were withdrawn. The New Mexico Professional Chapter was granted authority to initiate new members.

Illinois, Cornell, and Northwestern chapters captured top honors in the undergraduate awards. Illinois photographers made a sweep in the photo competitions with Edward J. Wojtas taking sports and spot news honors. George Plenderleith winning in the feature class, and R. Lidberg scoring in the scenic category.

The best undergraduate newspaper in news and editorials was judged to be the *Cornell Daily Sun*. Northwestern took the sports story award and its *Profile* magazine topped the non-fiction writing entries. The *Southern California Daily Trojan* captured feature writing honors, and the University of Miami's *Tempo* was out in front as the best campus magazine.

The University of North Dakota chapter walked off with both the Beckman Chapter Efficiency award for current accomplishment, and the Hogate Achievement award for having the greatest percentage of graduates in journalism.

In the professional field, the Chicago Professional Chapter scored heavily by taking the chapter achievement award and recognition for providing the most service to THE QUILL. Prof. Floyd Arpan, of Northwestern University's Medill School of Journalism, a member of the Chicago chapter, received the Wells Memorial Key, the fraternity's top individual award, for overall service. Honors for the greatest improvement during 1953 went to the Atlanta Professional Chapter.

Certificates of appreciation were presented to Past Presidents Charles C. Clayton, Carl R. Kesler, Neal Van Sooy, and John M. McClelland Jr.

Thirty professional members were initiated into the fraternity in the model initiation ceremony which has become a regular part of the national meetings. Among those inducted at the ceremony staged by the University of Missouri and University of Illinois chapters were John B. Oakes, editorial writer for the *New York Times*; Stewart Alsop, Washington columnist; Paul Simon, editor and publisher of the *Troy (Ill.) Tribune*; James Jae Jr., publisher, *Sweetwater Press*, Bourbon, Mo.; the Rev. Edward Dowling, S.J., editor, *The Queen's Work*, St. Louis; Thomas Richter, editor, *Auto News*; Frank Exchen, KSD commentator; Rex Davis, KMOX news editor; Ray Dady, KWK news editor; Carl Major, *St. Louis Globe-Democrat*; and Richard G. Baumhoff, Peter Wyden, Everts A. Graham Jr., Harry Wilensky, Sam Shelton Jr., and Charles Menees, all of the *St. Louis Post-Dispatch*.

The delegates rejected a proposal to change the identification of undergraduate chapters to collegiate chapters and



PAST PRESIDENTS of Sigma Delta Chi at their Nov. 13 breakfast in St. Louis included, left to right, seated, Walter R. Humphrey, 1933-34; John M. McClelland Jr., 1950-51; Tully Nettleton, 1936-37; Charles C. Clayton, 1950-51; Donald H. Clark, 1925-26; and Neal Van Sooy, 1948-49; standing, Robert B. Tarr, 1928-29; Willard R. Smith, 1943-45; and Irving Dilliard, 1940-41.

3-B Schedule

"O boy," murmured one of the undergraduate delegates at the Sigma Delta Chi convention when it was announced that Miami, Boston, and Louisville had invited the fraternity to hold future conventions in those cities. "Babes, beans, and bourbon!"

cleared the way for establishment of special chapters for graduate students. Addition of a second representative from journalism education on the Executive Council was approved and Savage was elected to the position.

Dues collection policies were revised. Beginning Jan. 1, 1954, all members will be expected to pay yearly dues; those unpaid up to Jan. 1 will be forgiven. Payment of dues for life through Key Club membership, now \$35, goes up to \$50 on Jan. 1.

Approved as the objective for the national fraternity was: "Honest editing and reporting—serving the people's right to know." The objective for undergraduate chapters is "Responsible editing to justify less administrative supervision."

In addition to condemning "unjustified" secrecy in the federal government, the Sigma Delta Chi delegates approved a resolution urging that "every legitimate effort" be made to impress upon members of the Congress the right of newsmen to obtain the full facts concerning proceedings of Congressional committees and the proceedings in the executive branches of the government.

Another resolution instructed the Committee on Journalistic Research to report to the 1954 convention on what can be done in terms of standard scientific research techniques "to measure and evaluate the fairness of the press on any public issue."

"The convention is cognizant of the problems of assessing and evaluating the performance of the press and it thanks the special committee to study the 1952 election for its work," the resolution added.

Also called for in resolutions approved was an exchange program under which American and Canadian journalists can work and travel in each other's country.

Representatives of undergraduate chapters at Penn State college, the University of Alabama, and the University of Illinois

sat in on Executive Council sessions at the convention. Representatives of the University of Minnesota and Baylor, although invited to attend the meetings, were not present.

All undergraduate chapters except the University of Florida and Washington and Lee were represented at the convention; the University of Illinois chapter had the most representatives present with 22 and the University of Missouri was second with 20. Professional chapters which failed to send delegates to the convention included Atlanta, Austin, Des Moines, Florida West Coast, Mid-Missouri, North Florida, Philadelphia, Portland, Puget Sound, and South Dakota.

A letter of thanks to the fraternity from William N. Oatis, Associated Press reporter imprisoned in 1951 by Czechoslovakia and released this year, was read by President Hills. "Free Bill Oatis" was the theme for 1953 adopted by undergraduate delegates at the 1952 convention.

A film of the dedication of a Sigma Delta Chi Historic Sites plaque to the memory of Ernie Pyle at the University of Indiana, and a recording of the event were presented along with a report on the Historic Sites program.

A special award at the convention was the presentation of a gold pin and a corsage to Mrs. Helen Pichler, headquarters manager and executive secretary, in recognition of 11 years of faithful service to the fraternity. Albert W. Bates and Willard Smith escorted her to the speakers' table at the concluding banquet of the convention, and Neal Van Sooy, chairman of the fraternity's honor awards committee, made the presentation.

Features of the official opening session of the convention on Thursday morning, Nov. 12, included the keynote address by Irving Dilliard, past national president and editor of the editorial page of the *Post-Dispatch*, the president's address by Hills, and a panel discussion, "Public Relations—Good for Public?"

Dilliard challenged American newsmen "to live for freedom of the press."

"The courage of Elijah Parish Lovejoy is not one of the chief characteristics of the press today," he maintained, as he criticized the fraternity for its failure to survey charges to press bias in the 1952 presidential election. If editors do not face the question of fairness in news, he contended, historians will.

"This is a time that tries not just men's (Turn to page III)

How Chapters Rated for Hogate Trophy

The Kenneth C. Hogate Professional Achievement Trophy, awarded annually to the undergraduate chapter of Sigma Delta Chi having the greatest percentage of its graduates of the last five years actively engaged in journalism, was won by the University of North Dakota chapter, with a percentage of 100.

The standings of the chapters for the past two years are given below:

Chapter	1953 % in Journ.	1952 % in Journ.
North Dakota	100	100
Kent State (chartered 2/14/53)	100	—
Oklahoma	96.6	95.6
Georgia	95.7	—
Indiana	90.8	83
Kansas	89.7	92
Penn State	88.5	78
Stanford	84.2	85
Iowa	82.5	59.7
Ohio	81.6	73.9
Oklahoma A & M	79.5	88
Missouri	79.0	77.6
Illinois	75.6	81.3
South Dakota State	73.9	86
Nevada	73.3	72
Marquette	72.9	69
Alabama	72.2	68.8
Michigan State	70.9	—
Texas	70.0	76
Iowa State	69.6	77.7
Oregon	66.7	68
Wayne (chartered 12/15/52)	66.7	—
Northwestern	66.3	75.6
Washington	62.8	68
Colorado	60.7	62.6
Miami	59.1	70
Minnesota	56.5	81.1
Nebraska	55.7	64
Louisiana State	54.5	—
Oregon State	53.8	50
Grinnell	52.9	53
Florida	52.5	52.8
Washington & Lee	51.5	59
Montana	50.9	43.9
Temple	50.7	59.4
Syracuse	49.6	61.1
Washington State	48.2	59.5
New Mexico	46.9	—
Drake	46.1	52
Southern Methodist	43.1	61.4
Southern California	42.7	70.1
Houston (chartered Feb. 1950)	39.3	23
California	38.2	—
Wisconsin	34.5	62
Butler	33.3	56
DePauw	33.3	39
Kansas State	32.3	—
Cornell	23.1	—
Ohio State	Incomplete	—
Purdue	Incomplete	—
American (chartered 11/22/52)	No report required	—
No Report: Baylor, Boston, Idaho, Michigan.		

Delegates Condemn

(Continued from page II)

souls, but their intelligences as well," he concluded.

Participants in the public relations panel, with Waite as moderator, were Willard C. Haselbush, city editor of the *Denver Post*; Ralph Eades, city editor of the *Kansas City Star*; Bill Depperman, public relations director of Olin Industries, Inc., East Alton, Ill.; Mark Cox, advertising and public relations director of Wilson & Co.; Joe Copps, president of Steve Hannagan Associates; and Al Fleischman, partner in Fleischman, Hillard and Associates.

Both city editors agreed that good public relations men are valuable extensions of a newspaper's reportorial staff, although they urged careful scrutiny of publicity handouts. Depperman maintained that "any public relations man who is worth his salt should be another arm of the local city desk," and Fleischman suggested that if there were no public relations men around now, our current society would demand their presence in the near future. Cox charted the formation of the Wilson & Co. public relations department and pointed out that a public relations man must be of service to the newspaper if he is to get any consideration.

Speaking from the floor, Arville Schaleben, assistant managing editor of the *Milwaukee Journal* challenged the viewpoint that the public relations man is an extension of the city staff and maintained that the public relations man is interested in furthering a private industry while the newsman should be furthering the public interest.

Henry R. Lieberman, *New York Times* China correspondent, addressed the Thursday luncheon, sponsored by the Kansas City Press Club. He asserted that the Far East today believes that Red China is using the Korean armistice period for the enlargement of his military strength including the development of heavy industry for the production of war materials.

"Time is on the side of the Chinese Communists," he said.

Two panel discussions were on the Thursday afternoon program.

As opening panelist on "Small Newspapers—Last Stronghold of Grassroots Journalism," moderated by Mason Smith, John M. McClelland Jr., publisher of the *Longview (Wash.) News*, maintained that improved journalism would help the small town publisher meet his ever-in-



THE 300th member to register at the 34th Sigma Delta Chi convention was H. R. Long, chairman, department of journalism, Southern Illinois University, shown signing in while Mrs. Long looks on.

creasing costs because both readers and advertisers would be willing to pay higher rates for a good newspaper.

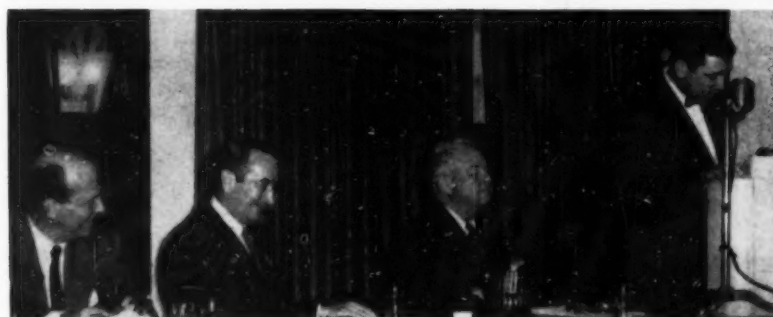
Claude A. Walker, publisher of the *Forest Park (Ill.) Review* asserted that politically independent small newspapers have established a trend in influencing votes for the man instead of the party, and Dr. H. R. Long, of the Department of Journalism at Southern Illinois University, urged equipment manufacturers to consider the problems of the small publishers resulting from large investments required for adequate printing machinery.

William L. Zevely, publisher of the *Lynn (Mo.) Untrified Democrat* described the unusual problems of the publisher in a small community, and Neal Van Sooy, publisher of the *Carson City (Nev.) Appeal*, relinquished his place on the panel as the time allotted to the discussion came to an end.

Participants in another Thursday afternoon panel, this one on "Freedom of Information—Slipping or Gaining?" with Dooley as moderator, included V. M. (Red) Newton Jr., managing editor of the *Tampa Tribune* and chairman of the Sigma Delta Chi Committee for the Advancement of Freedom of Information; John M. Dalton, attorney general of Missouri; Jim Bormann, news director, WCCO, Minneapolis, Minn.; and Allan Duckworth, of the *Dallas Morning News*, substituting for Brewster P. Campbell, of the *Detroit Free Press*, who was unable to be present.

Newton attacked secret meetings by governmental officials and cited some of what he termed the more flagrant "100 cases of direct abridgment of the people's right to know about their government." Dalton termed the issue a problem at the federal level with "occasional ignorance and arrogance on the part of some small fry" in local coverage, and Duckworth suggested that Sigma Delta Chi investigate Washington newspapermen's reliance on the Washington Press Club as a news source. Bormann called for a law

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AWAITING their turns at the microphone while Mark Cox addresses the Nov. 12 public relations panel at the Sigma Delta Chi convention are, left to right, Bill Depperman, Willard C. Haselbush, and Joe Copps. Others on the panel were Ralph Eades and Al Fleischman.



TWENTY-FIVE sat at the head table at the Nov. 14 banquet at the 34th national convention of Sigma Delta Chi. Shown above in a composite made up of several photos are, left to right, James Byron, news director of WBAP-AM-TV, Fort Worth; Victor E. Bludorn, executive director of the fraternity; Claude Walker, vice president, Chicago Professional Chapter; John W. Colt, news editor, *Kansas City Star*; Sol Taishoff, editor and publisher, *Broadcasting-Televising*; Rob-

ert H. Grose, vice president, University of Missouri Chapter; Donald H. Clark, past national president; Ed Dooley, managing editor, *Denver Post*; David Phillips, president, University of Illinois chapter; Al Dopking, chief of the Associated Press Bureau in St. Louis and convention chairman; Charles Oberance, Pennsylvania State College delegate; Alvin E. Austin, head of the journalism department, University of North Dakota; and Charles Clayton, past national president.

Delegates Condemn

(Continued from page III)

permitting public inspection of public records.

At the Thursday night dinner, sponsored by the *Globe-Democrat* with Honorary President Ray presiding, James C. Hagerty, press secretary to President Eisenhower, described efforts of the present administration to keep the public informed. He termed the convention freedom of information report calling for less censorship of government news too broad in its recommendation for the outlawing of secret meetings on all governmental levels. Delegates later qualified this recommendation in approving a resolution on freedom of information.

On Friday convention delegates devoted their time to a chapter advisers' breakfast, a past presidents' breakfast, a forum on undergraduate activities, a forum on professional chapter activities.

ABC Sportscaster Bill Stern addressed the Friday luncheon, at which the hosts were J. G. Taylor, Spink, publisher of the *Sporting News*; Spencer D. Olin, vice president of Olin Industries; and August A. Busch, president of Anheuser-Busch and the St. Louis Cardinals. Stern entertained the delegates with sports yarns and details of some sportscasting rivalries.

Before presenting Stern, Kilgore, as master of ceremonies, introduced guests from the world of sports including Red Schoendienst and Del Rice of the St. Louis Cardinals; Bob Reeves, president and general manager of the St. Louis Knights; Richard A. Meyer, general manager of the Cardinals; Jimmy Jackson, St. Louis member of the Walker Cup golf team; Carl Snively, football coach at Washington University; and Ed Hickey, athletic director and basketball coach at St. Louis University.

At the Friday night dinner, the *Post-Dispatch* presented five Washington columnists, Doris Fleeson, Marquis Childs, Thomas L. Stokes, Roscoe Drummond, and Stewart Alsop, in a television panel on public affairs. The speakers were introduced by Joseph Pulitzer, *Post-Dispatch* editor. As moderator, Raymond P. Brandt, chief of the *Post-Dispatch* Washington bureau asked each columnist a question about a current topic or one concerning freedom of information.

After the half-hour TV show, a special panel composed of Tully Netleton, assistant editor of the *Christian Science Monitor*; Walter Humphrey, editor of the *Fort Worth Press*; John B. Oakes, edi-

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U. S. Relying on Facts

(Continued from page I)

facts that lead our audience to the conclusion that he is a liar."

Streibert said this program is being put across by:

1. Explaining and interpreting to foreign peoples the objectives and policies of the United States government.
2. Depicting imaginatively the correlation between U. S. policies and the legitimate aspirations of other peoples.
3. Unmasking and countering hostile attempts to distort or frustrate United States policies and objectives.
4. Bringing before foreign peoples aspects of American culture and life which will help them understand our policies and objectives.

To get these things across to foreign peoples, Streibert declared, "we must do a better job of talking their language."

This is being done by adapting the form and content of our message to the "specialized conditions of every country," Streibert said.

For instance, broadcasts to the Soviet Union will concentrate on factual news and commentaries which explain the facts, Streibert said.

"Few of the Russian people have any opportunity to hear us," he explained.

"Most of the audience are either the communist elite, or professional and technical people.

"There is no sense in giving hard core communists invective and polemics. They want, primarily, to know what is going on in the outside world. They know that the Kremlin version is distorted."

By reaching these people with reliable, factual news, Streibert said that we can spread a deposit of doubt in their minds that will grow as they hear the facts repeated.

In the satellites, however, a more emotional approach will be used. Citizens of those countries are firmly opposed to their communist governments, said Streibert, and they must be given hope that they may someday be free again. This technique will also be used in broadcasts to Red China.

Streibert also told how presentation of America's case will be adapted to local customs and attitudes.

"We are going to produce as much of our material as we can in the place where it will be used," he said.

This means taking account of factors like the automatic rejection of fancy publications in many countries as American propaganda, Streibert said. By printing with cheap paper and inks a publication

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NEWSPAPER columnists and commentators addressed the Nov. 13 dinner meeting of the 34th national convention of Sigma Delta Chi. Seated, left to right, are Marquis Childs, Joseph Pulitzer, editor and publisher of the *St. Louis Post-Dispatch*, which was host at the meeting; Doris Fleeson, and Raymond P. Brandt, who acted as moderator. Standing, left to right, are Roscoe Drummond, Stewart Alsop and Thomas L. Stokes.



THE MAIN SPEAKER at the Nov. 14 banquet of the 34th national convention was Theodore C. Streibert, extreme left, director of the United States Information Agency. In this composite of several photos are, left to right, Lee Hills, retiring president of the fraternity; E. Lansing Ray, publisher, *St. Louis Globe Democrat*, and retiring honorary national president of the fraternity; Robert U. Brown, editor of *Editor & Publisher* and newly-elected president; Alden C.

Waite, president of Southern California Associated Newspapers; Edward C. Hildreth, delegate from the University of Alabama; Rabbi Samuel Thurman of the United Hebrew Congregation, who gave the invocation; Irving Dilliard, past national president; Duane F. Clark, president, North Dakota Chapter; J. Donald Ferguson, editor of the *Milwaukee Journal*; Bernard Kilgore, publisher of the *Wall Street Journal*, and Neal Van Sooy, past national president.

Here's the Background Of New SDX President

Robert U. Brown, editor of *Editor & Publisher* and 1954 president of Sigma Delta Chi, is the son of James Wright Brown, president of the Editor & Publisher Company, Inc., who served as honorary president of the fraternity in 1924.

Bob is 41 years old and a graduate of Dartmouth College. He began his newspaper career as a reporter on the *Trenton, N. J., Times*, and later worked for the *United Press* in Philadelphia and for the *Auburn, N. Y., Citizen-Advertiser*. He joined the staff of *Editor & Publisher* in 1936 as a reporter.

To avoid any possible conflict between his position as editor of *Editor & Publisher* and his responsibilities as president of Sigma Delta Chi, Brown relinquished the president's place on the SDX Publications Board immediately after his election to the fraternity helm. Alden C. Waite was named to replace him with Lee Hills, Executive Council Chairman, also serving as chairman of the publications group.

Here's How Hagerty Has Newsmen Pegged

In his address at the 34th national Sigma Delta Chi convention on Nov. 12, James Hagerty, Presidential press secretary, jokingly divided the newsmen with whom he deals into the following four classifications.

1. The "bully type"—"you'd better tell me or I'm going to write it anyway."
2. The "naive approach"—"I don't know anything about it, do you?"
3. The "indirect but sly approach"—



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Insignia**

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20% Federal Tax Extra

Order from Your Central Office

Your Official Jeweler

L. G. BALFOUR COMPANY
Attleboro, Massachusetts

THE QUILL for December, 1953

Chapter Standings in Beckman Contest

Great interest centers annually in the contest of undergraduate chapters of Sigma Delta Chi for the F. W. Beckman Plaque, awarded annually to the chapter having maintained the best all-around record during the past year.

The order in which the chapters finished was as follows:

North Dakota	96
South Dakota State	91
Penn State	89
Oklahoma A & M	85
DePauw	83
Northwestern	82
Ohio University	81
Illinois	81
Iowa State	80
Nevada	80
Miami	78
Oklahoma	77
Marquette	75
Indiana	74
Alabama	72
Kent State	71
Missouri	70
Colorado	70
Oregon State	68
Nebraska	67
Ohio State	66
Drake	66
Grinnell	65
Washington State	64
Wayne	64
Southern Methodist	63
Oregon	63
Washington	62
Temple	60
Southern California	60
Iowa	59
New Mexico	56
Texas	55
Georgia	54
Houston	54
Kansas	54
Michigan State	54
Montana	53
Wisconsin	53
Stanford	49
Cornell	46
American	43
Purdue	39
Syracuse	37
Florida	36
Butler	35
Minnesota	35
Louisiana State	34
Washington & Lee	33
Idaho	24
Boston	24
Michigan	22
Kansas State	20
Baylor	20
California	20

"I'm not asking any questions but I'm going to press with a story—got anything to say on it?"

4. The "simple boy from the country"—"now I don't want you to comment, but I've already written a story. Now if you want to contradict it?"

Delegates Condemn

(Continued from page IV)

torial writer for the *New York Times*; Robert Grose, delegate for the University of Missouri; and Dave Phillips, delegate from the University of Missouri, asked the panel pre-arranged questions.

All of the columnists except Drummond predicted that Adlai E. Stevenson would be the Democratic presidential nominee in 1956. Drummond expressed a personal preference for Stevenson, but said he believed Missouri's Senator Stuart Symington would win the nomination.

After the Saturday morning business meeting, convention delegates traveled by chartered buses to a cocktail party in the Meramec Caverns of the Missouri Ozarks, eating box lunches en route.

At the concluding banquet of the convention Saturday night Theodore C. Streibert, making his first public address since being appointed director of the United States Information Agency, said that the Voice of America is using factual news to "spread a deposit of doubt" in the minds of Communists.

U. S. Relying on Facts

(Continued from page IV)

is made acceptable to the people it is trying to reach.

Use of color can also be important, Streibert said. Gold and green have religious significance in some areas, but in southeast Asia, anything attractive is used to decorate walls.

"From our point of view, this is even better," said Streibert. "It is seen not only by the owners but by all visitors."

Streibert warned, however, that "our words may no longer have the same meaning to other men that they have for us. The great noble abstractions—freedom, justice, democracy—have been so twisted in their meanings by the communists that I, for one, am no longer confident that other peoples really understand us when we speak."

This makes it vitally important that we know how other peoples think, Streibert declared.

"We may yet," he said, "have to find new ways—and even new words—to make clear to all nations the necessity of this fight for freedom."

PETER MYGATT is now editor of the *Ely (Nev.) Times* and the *Ely Record*.

SDX Personals

ALBERT W. BATES, executive secretary of Sigma Delta Chi from 1929 to 1934, has been named public relations consultant to the Grocery Manufacturers of America, Inc. The 1938 and 1945 Sigma Delta Chi conventions voted Bates the Wells Memorial Award for distinguished service to the fraternity.

In addition to fulfilling assignments for his syndicate and Editors Press during 21 weeks spent visiting newspapers in twelve countries in the Mediterranean area, the Middle East, and Central Europe, ARTHUR S. RUDD, sales manager of Publishers Syndicate, extended an invitation to publishers in Turkey, Lebanon, Austria, and Switzerland to send men to Princeton to study Gallup methods of public opinion research.

LESTER C. HARDWICK, chief, press and publications, CI&E department, U. S. Civil Administration of the Ryukyu Islands, is sending friends copies of a leaflet dropped throughout the Ryukyus through the courtesy of the 20th Air Force calling public attention to the significance of Newspaper Week, Oct. 1-8.

RUDDICK C. LAWRENCE has been named vice president of the New York Stock Exchange.

JOE K. RUKENBROD is editing the Leesburg (Fla.) *Commercial*, a John H. Perry newspaper which was converted from a semi-weekly to a daily on Sept. 1.

BOB JOHNSON has assumed duties as managing editor of the La Grande (Ore.) *Evening Observer*. Johnson is the third member of Sigma Delta Chi on the *Evening Observer* staff. Others are FRED WEYBRET, publisher, and STEVE LOY, city editor.

CARL E. TOTTEEN has been promoted from Shell Oil Company public relations field representative in Los Angeles to manager, special projects division, public relations, in New York City.

STEWART S. HOWE, vice president of Illinois Institute of Technology, is scheduled to serve as chairman of the 1955 convention of the American College Public Relations association in Chicago.

C. CARLTON BRECHLER has been named director of public relations of the Frigidaire Division, General Motors Corporation.

ROBERT L. JINKS, recently separated from military service, has accepted a position as reporter for the Greenboro (N. C.) *Daily News*.

DYAR MASSEY, director of public relations of the University of Georgia, has been named director of Region V of the American College Public Relations Association.

ROBERT R. HILBURN, president of the University of Texas chapter of Sigma Delta Chi, has been awarded the Gail Borden scholarship for maintaining the highest grade average in the department for his first three years at the university.

WALTER H. MITCHELL has returned from military service and is now news director of radio station WHOO, Orlando, Fla.

CHARLES H. WARNOCK JR., is now with the audio visual aids division of the book store department, Sunday School Board, Southern Baptist Convention, with headquarters in Nashville, Tenn.

ROBERT A. KUBICEK has been named to the editorial board of the Association of Education by Radio and Television Journal.



FEATURED at the Nov. 13 sports luncheon of the 34th national convention of Sigma Delta Chi were, standing, left to right, Sportscaster Bill Stern and Bernard Kilgore, publisher of the *Wall Street Journal* and newly elected treasurer of the fraternity, who presided; seated, Eddie Hickey, St. Louis University basketball coach; August A. Busch Jr., president of the St. Louis Cardinals; and Spencer T. Olin, first vice president of the Olin Industries.

Northern California Chapter Elects Davies President

Lawrence (Larry) Davies, Pacific Coast correspondent of the New York Times, was elected president of Northern California Professional Chapter, Sigma Delta Chi, for 1954 at the annual meeting of the chapter November 19 at the Press and Union League Club.

Davies succeeds Bob Cavagnaro of the San Francisco Associated Press bureau. Gray Creveling of the San Francisco *Examiner* was named to succeed John Thompson of NBC as vice president.

A. E. (Al) Gilbert, San Francisco Manager of the California Newspaper Publishers Association, and Frank Whiteley of the Wine Institute were re-elected secretary and treasurer, respectively.

Directors were elected as follows: one year terms—George Mullany, Albert G. Pickerell, and Chilton R. Bush; two year terms—Charles Massey, Creveling, Gilbert, and Whiteley; three year terms—Jack J. Craemer, Charles Ryckman, Larry Fanning, and William J. Losh.

Ingrassia Elected

Anthony F. Ingrassia, sports writer for the Milwaukee *Sentinel*, has been elected president of the Milwaukee Professional Chapter of Sigma Delta Chi. Arville Schaleben, assistant managing editor of the Milwaukee *Journal* and retiring president, becomes chairman of the chapter's executive committee.

Other officers elected were Lou Riepenhoff, vice president; and Donald Janson, secretary-treasurer. George A. Tracy and George W. Walpert were re-elected board members.

Write It Right

If you want to be correct, write it "Sigma Delta Chi, Professional Journalistic Fraternity."

Obituaries

JOHN REDMOND (UKn-Pr'50), 79, editor of the Burlington (Kan.) *Republican* for 55 years, died Sept. 6.

ORVILLE B. LITTICK (OhS-Pr'50), 62, president and general manager of the Zanesville Publishing Company and vice president of the Southeastern Ohio Broadcasting System, died Sept. 2 at Bethesda Hospital.

WILLIAM E. HASKELL (PaS-Pr'47), 64, for many years assistant to the president of the New York *Herald Tribune*, died Aug. 28. Before joining the *Herald Tribune* he worked on the Boston (Mass.) *Herald*, where his father and grandfather had been publishers.

D. STUART WALKER (USD'27), Philadelphia, Pa., died last January.

MORRIS QUINN (UMc'28), Santa Barbara, Calif., died in April.

ROBERT T. STRUCKMAN (Mon'30), Bartlett, Ill., died Sept. 5.

BEN H. HARDY (Ga'28), Arlington, Va. WILLIAM G. LYTLE, JR. (Pit'21), Pittsburgh, Pa.

RALPH C. PELZ (Ill'21), Clinton, Ill. ROBERT E. CUNNINGHAM (Pur'50), Indianapolis, Ind.

COURTLAND M. FEUQUAY (Va'12), Chandler, Okla.

HENRY O. ELKINS (Syr-Pr'42), Bath, N. Y.

Another Award

Ernest H. Linford, chief editorial writer of the Salt Lake City *Tribune*, who received a special citation from Sigma Delta Chi in 1948 for his crusading editorials on conservation as editor of the Laramie (Wyo.) *Republican-Boomerang*, recently received the 1953 distinguished service award of the American Forestry Association.

SDX Personals

NIVER W. BEAMAN, former Waterbury, Conn., New York, Chicago, and Burbank, Calif., editor and newspaperman, wrote the lyric of "An Unkissed Gal From Sun-kissed California," a song recently published by the Masque Music Co. Beaman reports that since selling his interest in the Burbank *Daily Review* in 1950 he has been a member of former Gov. Earl Warren's staff, a consultant with the Public Affairs Division of the Federal Civil Defense organization, and is now freelancing and working on a book.

Appointment of PAUL TEETOR, former editor of the Rotarian, as editorial director of the *San Gabriel Valley Newspapers, Inc.*, has been announced in Covina, Calif., by Carl P. Miller, Sr., president of the corporation. In his new post, Teetor will coordinate the work of the news staffs of the *Covina Argus-Citizen*, the *West Covina Tribune*, *Baldwin Park Tribune*, *Baldwin Park Bulletin*, *Sunday Valley Tribune*, and the *Valley Tribune Shopping News*, all published by the San Gabriel Valley organization.

RICHARD L. ORNAUER has been named city editor of the Nassau County edition of the *Long Island Daily Press*, Jamaica, N. Y.

WALTER N. VERNON, one of the editors of Methodist literature, Nashville, Tenn., is a member of a four-man deputation team spending October, November, and December in Africa helping missionaries and local church leaders in their use of audio-visual equipment and other mass communications mediums. Vernon plans to spend a few days in the Holy Land on his return trip.

WILLIAM A. BUCKLEY has sold the *Schaller* (Ia.) *Herald* to ROBERT K. HENNESSY, news editor of the *Humboldt* (Ia.) *Independent and Republican*.

CHARLES H. CROUSE is working for the Department of Agriculture in the Montana State Office of the Production and Marketing Administration in Bozeman.

WALLIS BISHOP has been appointed television news director at WOI, Ames, Ia.

WILLIAM A. GLENN, director of the University of Southern California School of Journalism, has been appointed press adviser to the Republic of Korea. Succeeding Glenn is FREDERIC C. COONRADT as acting director of the U. S. C. School of Journalism.

IRVING DILLIARD, editor of the editorial page of the *St. Louis Post-Dispatch*, has been selected as 1953 Lovejoy Fellow at Colby College, Waterville, Me.

BERT GOLDBERG is handling public relations for the new Dania (Fla.) Jai-Alai Fronton. He formerly was a staff writer for the *Miami Herald*.

EDGAR S. BAYOL, press counsel for the Coca-Cola Company, was scheduled to speak at the opening dinner of the seventh annual Southern Industrial Editors' Institute at the University of Georgia on Nov. 5.

KERRY KING, senior vice president of Hill and Knowlton, Inc., has been named public relations director of the Texas Company.

Promotion of BASKETT P. MOSSE to professor of journalism has been announced by DEAN KENNETH OLSON of Northwestern University's Medill School of Journalism.

GARLAND C. RAINES, formerly publicity supervisor for the Small Motor Division

Nashville Diners



Among sports champions who assembled in Nashville, Tenn., on Sept. 8 to pay tribute to Fred Russell, center, sports editor of the *Nashville Banner*, were Golfer Bobby Jones, left, and Boxer Jack Dempsey. Others among the 600 present at the dinner in Vanderbilt Memorial gymnasium included Football Star Harold (Red) Grange; Bill Corum, Churchill Downs president and New York *Journal-American* columnist; Red Smith, New York *Herald-Tribune* sports columnist; Tom Meany, *Collier's*; Gov. Frank G. Clement of Tennessee; and Vice Chancellor C. Madison Sarratt of Vanderbilt University.

Southern sports writers who attended the largest dinner ever held under one roof in Nashville included Earl Ruby, *Louisville Courier-Journal*; Raymond Johnson, *Nashville Tennessean*; Ed Miles, *Atlanta Journal*; Furman Bisher, *Atlanta Constitution*; Zipp Newman, *Birmingham News*; Tom Siler and Bob Wilson, *Knoxville News-Sentinel*; David Bloom, *Memphis Commercial Appeal*; Morris McLeMure, *Miami Daily News*; and Buss Walker, *Chattanooga Times*.

On Oct. 20 another Nashville testimonial dinner was staged for Raymond Johnson, sports editor of the *Nashville Tennessean* in recognition of his 35 years with that newspaper. Rube Samuelson, sports editor of the *Pasadena Star News* and president of the Football Writers of America, was toastmaster, and Arch Ward, sports editor of the *Chicago Tribune* spoke for the sports writers of the nation.

of Westinghouse Electric Corporation, Lima, Ohio, has been named Manager of Publications for Dravo Corporation, Pittsburgh, Pa.

VIRGIL S. PRICE has been named associate editor of *Electrical South* and of *Southern Appliances*, a new publication.

A. B. REED, Jr., is lending a hand at script and news writing while serving as a radio station advertising manager in Opelousas, La.

BRUCE LAWRASON is now a member of the editorial department of the *Ann Arbor* (Mich.) *News*.

GRIER LEACH, former assistant public information officer for Denison University, is now assistant editor of *The Ohio Alumnus*, official alumni magazine of Ohio University, Athens, Ohio.

RICHARD L. (DICK) BITTERS, general assignment reporter for the *Columbus* (Ohio) *Dispatch* for two years, is now director of press relations for Ohio University.

LAMBETH C. MAYES, formerly a member of the editorial staff of *Farm and Ranch* and *Southern Agriculturist*, has joined the advertising department of the General Shoe Corporation, Nashville, Tenn.

Serving Uncle Sam

CORPORAL JOSEPH POLLACK, former sports editor of the *Missouri Student* and sports writer for the *Columbia Missourian*, is editing the post weekly newspaper, the *Fort Lee Traveller*, at Fort Lee, Va.

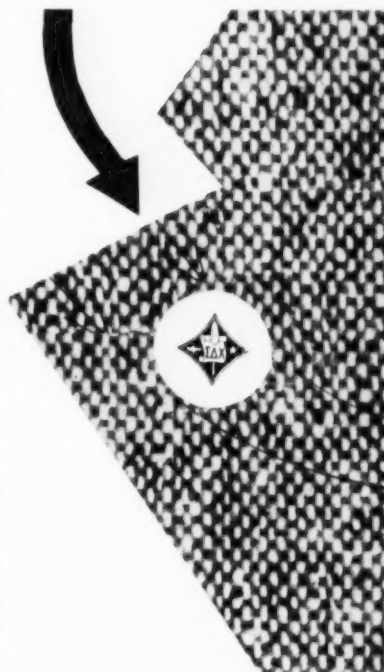
MARVIN B. KAPLAN and BRUCE H. BERG are attending the Armed Forces Information School at Fort Slocum, N. Y.

CHARLES D. HUMES played softball with the Kokura (Japan) General Depot team which won second place in the All Army Forces Far East tournament.

Sigma Delta Chi members at the Armed Forces Information School, Fort Slocum, N. Y., include DONALD W. HOUSER, HERBERT G. LEE, and ROBERT BARAM.

MORTY W. NOVICK is studying still photography at Fort Monmouth, N. J.

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1700 TIMES TOWER
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